



TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTOR STAFF REPORT

AGENDA TITLE: Art at the Airport, Annual Review
MEETING DATE: Wednesday, January 26, 2021
PREPARED BY: Marc R. Lamb, Aviation & Community Services Manager
REPRESENTED BY: Carole Sesko, Airport District Art Coordinator & Curator

RECOMMENDED ACTION: No Board action is required. This annual review is provided to the Truckee Tahoe Airport District Board of Directors on TTAD’s “Art at the Airport” program. Ms. Carole Sesko, TTAD’s Art Coordinator and Curator has included her attached update on this past year’s program.

DISCUSSION: Walk into the Truckee Tahoe Airport’s main terminal building, and you will immediately notice the captivating, eclectic, inspiring and colorful artwork hanging on its walls. Ms. Sesko has maintained the program throughout the COVID pandemic.

“Art at the Airport,” a program going on its eleventh year, was developed by local Truckee resident and artist, Ms. Carole Sesko. Carole signed a *Contract for Services* with the District in November of 2011 and exposed the first show at the grand opening of the terminal building during the winter-spring of 2012.

As coordinator and curator, Carole creatively designs the exhibit displays, typically featuring three to four local and regional artists. The artwork not only adds color and intrigue to the building, but also allows the community to connect and engage with the airport through quality public art exhibits and gives artists the opportunity to showcase and even sell their artwork.

The exhibits change seasonally, enhancing the airport terminal with 20-25 new displays of paintings, mosaics, photography and more. The artwork gets great exposure with terminal foot traffic; from people departing or arriving on flights, to those attending (pre-Covid), functions in

the public meeting rooms, or from folks just stopping by to enjoy the facilities, good company, and a great meal at the popular Red Truck Café.

WHAT'S NEXT: With continued Board approval, TTAD and staff will continue supporting the “Art at the Airport” Contract for Services partnership with Ms. Carole Sesko.

The 2022 scheduled exhibit dates are: Jan 19 - Apr 18, 2022 / Apr 19 - Jul 18, 2022 / Jul 19, - Oct 17, 2022 and / Oct 18, 2022 – Jan 17, 2023.

FISCAL IMPACT: \$1,875/quarter or \$7,500 annually for Contract for Services funding to Ms. Sesko. In a typical year, the District would also fund approximately \$2,500 for Ms. Sesko to travel and represent TTAD at the annual fall American Association of Airport Executives (AAAE) national “Airport Art Conference”, but due to the continuing pandemic that did not happen this past year.

(2021) - TTAD receives a 20% commission on any “Art at the Airport” art pieces displayed in the terminal building that sell. In 2021 two art pieces sold and the District received \$353 in commissions.

PUBLIC COMMUNICATIONS: The Truckee Tahoe Airport District markets the “Art at the Airport” program on a dedicated web page on the District’s website, posts updates on its Facebook page with each new seasonal show, and often makes mention of the program in our other media venues.

TTAD website “Art at the Airport” link: <https://truckee-tahoeairport.com/guide/art-at-the-airport>

SAMPLE MOTION(S): Informational only. No motion required.

ATTACHMENTS:

- Art at the Airport 2021 Program Update Report - by Ms. Carole Sesko (1 page)

Truckee Tahoe Airport District
Art in the Airport 2022 Update

18 January 2022

The Truckee Tahoe Airport Art in the Airport program began in the winter of 2012, and we have just completed our 10th year of public art exhibits. During this decade we have held 40 public art shows, showing the artwork of 120 local and regional artists, and displayed over 1000 original artworks.

Each exhibit is 3 months in duration, and features 3 artists working in a diverse variety of mediums. The artists are invited to exhibit 7-9 artworks. The artworks are offered to the public for sale. When an artwork sells, the artist is paid 80% of the listed price, and 20% is retained by TTAD. The artist is welcome to replace the sold work with a similarly sized work for the duration of the exhibit. The art exhibits are publicized through the TTAD website and social media. The artists are encouraged to publicize their exhibits through their own social media as well.

In 2021, Truckee Tahoe Airport exhibited artwork from 12 local artists including original oil and acrylic paintings, watercolor, photography, realistic and abstract works, and painted skis and snowboards.

The Art in the Airport program contributes to community benefit by giving visitors an impression of our regional identity and the variety of creative skills the Truckee Tahoe area has to offer. Visitors have expressed very positive feedback about the rotating art exhibits, and often engage with the art.

The artist community has been appreciative of the opportunity to exhibit art in a safe and well-lighted public venue with a high volume of visitors. Truckee Tahoe Airport is one of the few public art venues available in our region.

Planning is underway for the 2022 exhibit schedule, and our schedule is booked through October. The year ahead will bring more exciting new artists and art.

Respectfully submitted,

Carole Sesko
Truckee Tahoe Airport Art Coordinator